# A GREAT STORE CAN

### Price Wreck Sale

on the Second

MADE GARMENTS, that leave the cost of sewing even partly unpaid for. It's to be a new era in Garment selling of every description, and all of them the most stylish, but had to be sold by the makers, being at the end of their season.

#### A Half of Store Full of Muslin Underwear,

The greatest buying time ever in Richmond.

Ladies' Drawers, torehon trimmed ones, never sold for less than

med ones, never sold for less than 40c., for 25c.
300 dozen Ladies' Perfectly Made, Well Sewed. Best Drawers ever sold for 25c., plain or tucked, 15c.
Torchon Lace or Wide Hemsitched Drawers for 19c.
200 dozen of Lace Trimmed and other styles of 50c. Drawers for 295.

Lace, Embroidery Trimmed and Cluster Hemstitched Drawers, that cost to 70c., choice 39c.

#### 36 Dozen Shirts

of cambric, wide hem, cluster hemstitched tucks, with dust rufthese Skirts will be sold for Monday.

S dozen of combination tucks

and lace trimmed or tucked and embroidery variety of Skirts at \$1, best ever shown, for 79e. \$1.25 to \$1.75 Skirts, in an endless variety of the newest styles, will be sold for 98c.

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See the handsomest Skirts in town at from \$2.00 to \$3.00, choice Mouday of an immense counter full, choice \$1.25.

#### 170 Dozen Ladies' Muslin Gowns,

lace or embroidery trimmed per-fect sewing and full size, to be Gowns of fine cambric, perfect

sewing, low or high neck, a large variety of styles, that cost to oc., for 50c. The best \$1.00 Gowns that ever

sold, in an endless variety of styles, for 69c.

Fine Nainsoek and Cambrie Gowns, beautiful and dainty styles, that cost to \$2.25 cach, will be priced, choice, 98c.

#### 180 Dozen Corset Covers.

full front, French style Covers, made specially for a New York retailer, were to have sold for 29e., for 121/gc. Elaborately Lace Trimmed Cor-

set Covers for 25c.

Nainsook Corset Covers, lace and embroidery trimmed, that cost to 88c., choice 50c.

## 75c. Bovs' Wash Suits for 25c

There are still hundreds to sell, that in perfection of make and style have never been known at such prices as, per suit, 25, 59, 79c. and \$1.00.

Woollen Suits for 95c. and \$3.00. that were to have sold at

Sailor Blouse Waists for 18c. 50c. Straw Hats for 25c., etc.

#### Hundreds of Infants' Caps.

75c. and \$1.25 ones for 45 and

50c. ones for 25c.

Handsome Muslin Dresses,
plain or trimmed, to 4 years of
age, to be sold at 50c. age, to be sold at 50c.

Boys' Skeleton Waists, with
hose supporters, sizes to 10 years,

25c.

Cambric Underskirts. 50c.

Embroidered ruffled ones, with bodies, 29c.

Dainty Guinns, sheer, with

embroidery, 39c. Children's White P. K. Reef-ers, the handsomest \$1.50 ones,

Ladies' White P. K. Belts, with nickel, brass or black buckles, plain or stitched, for 10c. each.

Black Mourning Belts, with double back buckle and front buckle, well worth 20c., for 10c.

200 Misses' and Ladies' Wrist Bags, in a large assortment of leath-ers, worth 25c., for 10c. each.

Ladies' Leather Wrist Bags, in black and colors, filled with purse and mirror, all for 25c. Full Size Wrist Bags, in black and

brown, very cheap, at 15c, each. Sample lot of Ladies' Wrist Bags, worth 39, 50 and 50c, choice any at

all sizes and sold overywhere at 5c., Monday 2½c. paper. Fine White Beading, 10 and 12½c. kind, for 5c. bunch.

Crowley's Gold

Eye Needles.

#### Sale of Ladies' Shirt-Walsts.

White India Linon \$1.00 ones

Hundreds of Beautiful Lawn Shirt-Waists, variety of lace and embroidery trimmed styles, made to sell up to \$1.98, for 98c.

\$3.50 and \$4.00 Persian Lawn Waists, \$1.98.

Mexican Drawn-Work Waists, should be \$5.00, for \$2.48.

\$1.25 and \$1.50 White Mercerized Canvas Waists for 79c. Linen Tailor Waists, all sizes,

\$4.75 White Linen Waist for \$2.75.

32 dozen White and Black China Silk Waists, that cost to \$3.50, are put in a lot for \$2.45.

#### Thompson's Grand **Duchess Corsets**

for stout figures, to size 36, to be sold for \$1.00.

Rust-Proof Summer Batiste ones for 75c.

The American Lady Corset, with hose supporters, after the new model dress, \$1.50.

The H. & W. Bust and Corset combined, adjustable with pulley string, producing the new effect for dress, all sizes, \$1.00.

360 Summer Corsets, variety of length and style and nonrustable wire, special 50c.

#### Ladies' Shirt-Waist Suits Duick \$3.50 to \$4.00 Suits, all of them newest styles, for \$1.75.

The newest and best \$5.00 ones for \$2.08.

The White India Linon Suits. that were to have been sold for \$7.50, are \$4.50. White Irish Linen Suits, all

tailor made, instead of \$11.00, are Handsome Tailored Linen Suits,

#### instead of \$15.00, are \$10.00. Handsome Wash Skirls.

The best \$1.00 and \$1.50 ones for 69c. and \$1.00.

Others, that cost up to \$4.50, for \$2.75.

Linea Sheeting Skirts, perfect ly tailored and would cost \$5.00 to make, entire Skirt, \$3.48.

New India Silk Dresses, gotten up for the finest New York trade, made to have sold for \$40.00, Cohen's price \$18.50.

#### Woollen Walking Skirts.

A lot that's been up to \$8.75, in black and colors, will sell, choice, \$5.50.

Some that were \$0.25 for \$6.50. Light-Weight Worsted Sum-mer Skirts fo \$3.75.

#### Mohair Bathing Suits,

all sizes, 32 to 44. for \$1.75. Other Beautiful Suits, in newstyles and handsome effects, for \$2.75 to \$12.50.

#### Ladies' Kimonas.

13 dozen of best styles to be sold Monday for 50c. A lot of \$1.25 Lawn Wrappers

\$1.50 Percale ones for 98c.

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Leather Goods Like Gifts.

Generosity ends when prices of Leather Goods reach what they will be sold for Monday. The most prosperous lot to choose from the store has ever offered.

(Main Floor-Right Aisle.)

All widths of 12-yard roll Tape, be, roll.

No. 3 and No. 4 Dress Shields, and they are worth 25 and 30c. pair, only maker will not put in some, all guaranteed, for 10c. pair.

Collar Foundations, 5c, Best grade Witch Hazel, Sc. size, 3c, bottle. Lot of Tooth Brushes, that are worth 20 and 25c., manufacturer's samples, at 10c. each.

500 cans Fine Talcum Powder, price should be 10c., introductory price 5c. can.

#### Sale of Veilings.

2,000 yards Chiffon Veiling, in all colors, some plain, with colored border, others with fancy dotted, worth 75c, and \$1.00, go on sale at 35c. 15 pieces Colored Tulle, 25c, qual-ity, for 7c, yard; only 2 shades.

In every corner-on every The Cohen Co. floor—throughout all the house are the testimonial vouchers in

merchandise prices that this is the greatest and best store in all the South.

Thousands and thousands of dollars contribute the sway to make 50 cents a full dollar for all that come to THE PEOPLE'S STORE. The important buying time has come for

# THE SALE AT HALF PRICE.

Goods cheaper than ever before—cheaper than they can perhaps ever be again.

### The Full Store of Ribbons

will break its wonder gifts for Monday's sale. It's the store's introduction of a sale that has utter disregard for all values, and for the latest productions.

All colors of 35c. Satin Ribbons, per piece of 10 yards for 15c.

Wide All-Silk Sash Ribbons, every color and white, imported moire, that sold for 80c., per yard, 35c. 9-inch Plain and Fancy Sash Rib-bons, soft and finest grade, that sold for 85c. per yard, in all colors, for

Various Wide Satin Taffeta Rib bons, all colors and white, the lowest value is 25c., for 121/2c. Wide Liberty Satin Sash Rib-bon, the highest grade made, in white and colors, per yard, 42c.

The No. 60 Liberty Satin Ribbon, sold at all times for 45c., some 39c., choice of any for 20c.

5-inch-wide Louisine Ribbon, made as a good 25c. Ribbon, is sold for

Highest grade Satin Taffeta, No. 2, all colors, for 31/2c.

No. 5 Taffeta to be sold for 3c.; No. 9 for 5c., etc., for hundreds. 18 to 25c. Narrow Black Velvet Ribbons for 10c. piece.

### The White Goods Collapse

entails a loss of not less than one-half from their original cost of making. Every sort of fine Mercerized or Sheer Fine Fabrics for summer use. We account for the price distress to the great over-production.

Beautiful Striped White Madras, that was 12½ to 16c., for 8¾c. Embroidered Dot Swisses, finest

5c. ones, for 16c. 50 and 60c. White Persian Mulls for 15c. a yard.
Silk Mercerized Brocades, that sold for 35c. a yard, will be sold for

The Crepe Weave Silk Mercerized Madras, that was 25c., will be 121/2c. Sheer White India Linon, almost equal to Persian, 10 2-3c. grade, for The best 10c. White India Linons

for 6%c. Yard-Wide Linen, like duck suiting, 2,700 yards, that should be 15c. a yard, Monday for 9c.

Full piece English Nainsook. 12 yards, for \$1.50. Fine White Wash Organdies to be sold for 15c.

P. K. Welts, the best 18 and 20c. grades, for 121/2c.
40-inch Sheer White India Linon, 121/2c. quality, for 91/2c.

#### The Linen Sale of Monday.

is a closing of the enormous stock of the Old Irish Linens bought at the auction fire sale. The stock of S. Haas & Co. Very slightly injured by smoke only. Here is a partial list:

Heavy Linen Table Damask, full 2 yards wide and always selling for 60c., 39c. a yard.

Double Damask, in finest goods,

imported at \$1.25 and \$1.50, for 85c. 75 and 85c. 2-yard-wide Damask, full double weight and full bleached,

107 ove. \$1.75 to \$2.00 Damasks are selling for \$1.00. 800 DOZEN NAPKINS, in two 800 DUZEN NAPKINS, in the lots, full % finest double Damask Irish Linen, that cost \$4.50 to \$6.50 a dozen, will be sold, per dozen, \$2.85 and \$3.40, in prettiest designs ever imported into this country.

Another lot of \$1.25 ones, all-linen, will be sold for 83c.

61/4c, Crash Towelling for 3c, 121/4c, Embroidery Huck Crash

Finest Old Linen Hemstitched Towels, with damask borders, worth \$4.50 a dozen, for 25c, each, All-Linen Damask Show Towels

for 121/2c. Snow White Bath Towels for Yard-Wide Butcher's Linen Suit-

Yard-Wine String for 19c, Fancy Linen Bureau Scarfs, 15c, 480 yards White Linen Cambric, hest 36c, grade, for 25c., full yard

#### Black Dress Goods Sale.

Fine fabrics, to close balance stock of an importer.

All-Black \$1.00 Mistral, Monday's price 50c, a yard. Handsomest striped effects in Black All-Wool Melrose, was sold all the season at \$1.39, special price

75c. Fine Black Batiste, one of the lightest known fabries, that is not transparent, 73c. grade, for 47c.
All-Wool 50c. Albatross for 29c.
Pure Sicilian Mohair, 46 inches wide, the regular \$1.00 goods, for

Double Width Black Cashmere, 39c. value, for 19c.

Black Brocade Grenadine, was
35c., Monday's price 17c. a yard.

#### Imported and Silk Mercerized Cotton Fabrics.

Sold on the first floor at most surprising new prices.

2,700 yards English Batiste Or-2,700 yards English Batiste Organdies, every variety of new designs, never known under 12½cc., Monday's price 8½c.

The heretofore 25c, Mercerized Silk Ginghams for 12½c.

Self-Embroidered Imported Dotted Mousselines, in black only, for 15c.

50 and 69c. Foulards, satin striped

and half silk, for 25c.
4.800 yards, of White Cannon Cloth the linen-like quality, the best yard-wide 12½c. of the season, for 9c.

Printed Cannon Cloth Skirting and Suiting, in light and dark col-orings, were 19c., will be sold for 4.500 yards Royal Batiste, light

grounds, for 5%c.

Handsome New Lace Striped Organdies, the 45c. Dresden effects, Crope Etamines, the new soft, clingy fabrie, light grounds, with small shirt-waist printings, 9%c.

#### Sale of Ladies' Gloves

lisle thread, at prices that have not been dreamed of this season. Lace Lisle Gloves, black or white,

Pure Silk Taffeta Gloves, in black, for 30c. 75c. Gloves, in all colors, for 30c.

and 63c.

A lot of Ladies' Silk Elbow-Length Gloves, \$1.00 ones, for 59c.

Handsome New Lace Gloves, made to have sold for \$1.50, are \$1.00 per

#### Easy Buying for Men.

Late season prices for Monday. A jobber's stock of Negligee Shirts and Knit Underwear.

Negligee Madras Shirts, latest designs, for 48c. 25c. Suspenders for 9c. Real Seal Leather Men's Belfs 50c.

ones, for 17c.

The new gray effects in Men's
Hose for 121/2c. a pair,

Men's Flastic Seam 50c. Draw-

#### The Greatly Desired Summer Silk.

with price attachments that are peculiar. No such values were ever placed on such reliable fabrics, that are the comforts of hot-weather use. Proof: will make prices a dollar's worth for fifty cents.

### Two White Habutai

Silk Specials.

2,500 yards of finest Japanese make, will sunder perfectly, 27-inch, regular 50c. grade, for 25c.

36 inch, regularly 75c. grade for

195 yards White Taffeta Silk, the new velvet finish, soft, lustrous, to close, 85c. grade for 65c. yard. 27-inch Embroidered White Pongee, "five pieces" of regularly 98c, quality, to close for 05c, yard; 3 pieces of 69c, grade to close for 39c.

yard.

1,500 yards Hand-Made Chinese
Silks, every light and dark shade,
special 50c. grade, Monday for 30c.
yard.

#### Two Black India

Silk Specials. 500 yards, 27-inch, hand-made, smooth, even weave, it's regularly 50c, value, for 37½c. 370 yards Guaranteed Water and Perspiration-Proof, 75c, value, for

49c. yard.
"Taffeta Habutai," best "crow black," sheds water like a duck's back, instead of \$1.25, special price

Yard-Wide Handsome Imported Black Taffeta, regularly \$1.50 qual-ity, for \$1.15 yard. Yard-Wide Taffeta Pongee, soft finished, white or black, \$1.00 grades,

25 pieces Pure Silk Taffeta, black and colors, regularly 50c, grade, for 39c. yard.
50 yards Handsome Black Moire Imperial, to close \$1.50 value for 88c. yard.

#### Sale of Embroideries and Laces.

Wide Cambric Skirting, open and showy styles, 25c. ones, for 12½c. 9c. Embroideries for 3c. a yard. A great lot of French Embroid-

A great lot of French Embroideries, narrow to wide, including Insertings that cost 20c. to \$1.50, for 9 to 69c.

A lot of Corset Cover Embroideries will be sold for 25c.

POINT DE PARIS LACES and Applique Bands, in white and ecru, up to 37c. value, for 16c.

29 to 59c. Venice Lace Galloons to be sold for 16c.

Black Chantilly Lace Galloons, 19 to 45c. grades, per yard, 10c.

A lot of Val. Laces, usually 25c., for 15c. a dozen.

A 10t of Val. Laces, issuin, 25c, for 15c, a dozen, 45 and 59c, French Val. Laces for 25c, a dozen yards.

A large lot of Medici and Torchon Laces and Insertings for 5c,

### The Millinery Sale.

will sell the Shirt-Waist Hats at \$1.50 to \$3.00, for \$1.00

Monday, 300 dozen Sprays of Flowers, Fruits and Foliage, choice 25c. All Trinmed Hats on hand will start a sale Monday at one-half heretofore price.

### The Bargain Basement.

for all the American Cottons and the hundred other underpriced stuffs. At the present price of raw cottons these goods could not be touched for even double of Cohen's Monday prices. We have tens of thousands of yards, not one of which could be duplicated for less than double, Read:

Red and Blue Glass Towelling, | 3,609 Yards Summer Lawns,

Honeycomb Towel's, 2c.

A lot of Boys' Wool 75c. Best Pants for 50c Men's Linen Collars, cost to 25c. each, for 10c. a dozen.

Ladies' Percale Shirt-Waists, with pearl buttons, 121/2c. \$1.25 Ladies' Wrappers for 75c. Wool Etamine Dress Fabrics (short ends). 35c. goods, for 9c.

Silk and Lisle Ladies' Mitts for 5c. a pair.

Ladies' New Style Madras Waists for 50c. Ladles' Fast Black Hose for 5c

## Ladies' Striped Underskirts for 50c.

Ladles' Ribbed Vests for 4c. Taped Neck and Arm Vests for 7c.

Ladies' Bleached Vests for 5c. Ladies' Lisle 25c. Fancy Lace Vests for 15c., and many others.

#### 54x29 Inches, for 19c. White Skirts, \$1.10; lace trimmed ones for 69c.

Turkish Bath Towels,

Muslin Curtains that would cost \$1.25, for 50c. Lace Curtains that cost \$1.50

#### Granite Teapots,

double coated, for 49c. 6-quart Granite Milk Pans for 14c.

7-quart Tea Kettles for 65c. Large size Galvanized Foot Tubs for 29c. Pie Plates, 3c. 10-quart Flaring Pails, 19c.

### French China Dinner Sets,

\$33,00 ones for \$20,00. 109-piece French Dinner Sets for \$10. A lot of Handsome Dinner Sets

will be sold from \$5.98 to \$16.50, a full third under value. Handsome Toilet Sets for \$5. 10-piece Toilet Set, full size, nicely decorated, for \$2.25. English Jars and Pedestals for A lot of Teapot Tiles for 10c.

50c. Cake Plates for 25c. White Cups and Saucers, Sc. Ice-Cream Glasses, 4c. each. Glass Fruit Bowls, 19c. Cleanable Water Bottles for

3,509 Yards Summer Lawns, in all sorts of new printings, 5 and 6e, quality, per yard, 3½c.
English Batiste, new styles, 3,200 yards for 4½c.
A lot of best quality 25c.
Sheeting, 2½ yards wide, bleached, Monday's selling price 19c.
Yard-Wide Cannon Cloth, 10 and 12c. quality, for 9c.
4,600 yards Yard-Wide Percales, all new this season's styles the 12½c. usual grade, per yard.

the 121/2c, usual grade, per yard,

53/4c. 700 yards Yard-Wide White Long Cloth, the best 9c. quality, for 64/c.

807 vards Yard-Wide Beat Sea
Island Percales for 65/c.

2-yard-wide Bleached Sheeting,
the 22c. quality. Monday's price

18c. Double-Width Mercerized Ox-

Double-Width Mercerized Ox-fords, white grounds, with tiny dots and figures, sold everywhere to-day at 16c., closing lots Mon-day for 5c. 6,700 yards of the best Merri-mack Shirting Prints, made in all the styles retailed this season for 61/c. price 32/c.

for 61/4c., price 37/4c.
A lot of Fine Unbleached Cot-A fot of Fine Unbiagness Coston to be sold for 234c.

The best 12½ and 162-3c.

Corded Madras, in mercerized satin stripes, white grounds, for

73/2c.
Several cases of the best 5c.
Apron Checks for 33/4c.
The 65/4c. Yard-Wide Bleached
Cotton of a week ago to be sold
Monday for 4/4c.

The Sale of Marseilles Quilts

will have \$5 and \$6 best quality hemmed or fringed for \$3.50. A lot of \$2.25 Heaviest Crochet Marseilles patterns for \$1.50.

The heretofore \$1.38 Quilts Monday \$1. A lot of Full Double-Bed Size

Crochet Quilis will be sold for 132 dozen Pillow Cases, includ-132 dozen Pillow Cases, including handkerchief borders and hemstitched ones, full size and best 16c. quality, for 12½c.

A lot of plain hemmed ones, best make, for 7½c.

A lot of Full Size Sheets, slightly mill oil stained, bleached and brown, for 45c.

White Mercerized Oxfords and Cheviots, the 16 and 19c. grades, for 8c. White Persian Lawns, very fine and sheer, the 9c. quality, for

5%c. 40-inch India Linon, quality that retailed up to 25c., choice

7½c.
India Linons and Dimities, very fine, sheer qualities, for 12½c.
White Piques and Woven Lace Striped Welts, up to 22c. kinds, for 10c.

# The Third Floor Has Its Wonder Sale.

Fighting for prices to increase this business. Some of

#### the goods to come for quick: 40c. Linen Warp

Matilings for 20c. 25 and 35c, ones for 15 and 20c. Fancy China Mattings for 8 162-3c. 736 yards Floor Oil Cloth for 18c., among it Stair Oil Cloth, Oil Cloth Tracking, 5c. a yard.

White Metal Beds. \$4.25 ones for \$3.00; two other lots are \$4.85 and \$6.00, a full third under value.

Roller-Tray Trunks for \$3.85, and they are canvas Leather bound, brass trimmed ones for \$6.50. All sorts of Trunks and Travel-

ing Bags.

A \$55 Sewing-Machine for \$19. High Arm Machines for \$9.50. Plaiting.

#### 40-Inch White Embroidered Curtain Muslin

is sold for 81/2c.

White Persian Lawn, sheer, 10 and 12½c, grade, for 5¾c, White P. K. and Basket Cloths for 10c, a yard. \$1.50 Colored Muslin Cottage

Curtains, per pair, \$1.00.

Bobinet Ruffled Curtains. cost \$1.50, for 90c. a pair. 150 pair \$2.00 Lace Curtains for \$1.25 a pair, 10c. Art Denims for 9c. Colored Cottage Muslin for 10c. Silk Striped Snowflake Cur-tains for \$2.00.

Mosquito Canopies for \$1.45. Accordeon Plaiting Machines, Accordeon Plaiting Machines, all widths, from \$1.75 up. Pinking Machines for \$4.00. Orders taken for Accordeon

### THE RESIDENCE TO SECURE THE PROPERTY OF THE PR Travellers' Samples of Parasols and Umbrellas.

A full third off their regular cost. Children's Parasols for 19c. New style of Ladies' Parasols

best \$1.50 ones, for 98c.

THE WORLD OF SCIENCE = | Considerably larger quantities of the same cleaning over partial species and several other species are carring over the ductility of fining and the cultivation in the amount of the considerably larger quantities of the same cleaning over parting species and several other species are carring over the ductility of fining and the cultivation in the amount of the duction of the same purposes in the cleaning of the same propose of the cleaning at the cleaning of the same purpose of the same purpose of the cleaning of the same purpose of the cleaning of the same purpose of the same purpos

\$3.25 Rain-Proof Silk Umbrellas for \$2.00. A lot of \$2.75 Ladies' Parasols for \$1.98.